

REP HEADLINE# 6374159
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT15/12 11.10
*** WFTV-TV ***

ADV # _____ ADV. NAME POLI/RPOF 3 PACK//R/STR/FL
AGY # 2712 AGY. NAME MCLAUGHLIN & ASSOCIATES
919 PRINCE STREET
ALEXANDRIA, VA 22314

REP. # _____ OFF. # 6556 SALESMAN # _____
BUYER NAME MARIANNE CAMPBELL
SALES PRSN WA- JOE KNAUER

ORDER # _____ CONTRACT # 6374159 CLASS: NATL. LOCAL REGIONAL

PRDCT RPOF-PLAON,BOYD,SCHN EST#530 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT28/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT15/12 11.10

REP: TO JENNIE
FR JULIE
** NEW ORDER **
TTLS \$92500..48X
\$\$ FROM 6362957 (CHANGING 3PAC)
PLS CFM, THX 10/15

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
RPOF- PLAKON, BOYD, SCHENCK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30		\$2,000.00	10/22	10/24	2		M,W	2
PROGRAM : GMA												
CON COM1: 1X PER DAY												
2			700A-900A	30		\$2,000.00	10/16	10/18	2		TU,TH	2
PROGRAM : GMA												
CON COM1: 1X PER DAY												

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 530

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3			1100A-1200N PROGRAM : VIEW CON COM1: 1X PER DAY	30		\$925.00	10/16	10/18	2		TU,TH	2
4			1100A-1200N PROGRAM : VIEW CON COM1: 1X PER DAY	30		\$925.00	10/23	10/25	2		TU,TH	2
5			1200N-100P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$850.00	10/17	10/17	1		WED	1
6			1200N-100P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$850.00	10/22	10/24	2		M,W	2
7			400P-500P PROGRAM : DR OZ CON COM1: 1X PER DAY	30		\$800.00	10/16	10/19	2		TU,F	2
8			400P-500P PROGRAM : DR OZ CON COM1: 1X PER DAY	30		\$800.00	10/23	10/26	2		TU,F	2
9			500P-600P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$2,250.00	10/22	10/25	4		M-TH	4
10			500P-600P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$2,250.00	10/16	10/18	3		TU-TH	3
11			600P-630P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$3,000.00	10/16	10/19	4		TU-F	4

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12			600P-630P PROGRAM : NEWS CON COM1 : 1X PER DAY	30		\$3,000.00	10/22	10/26	5		M-F	5
13			700P-730P PROGRAM : JEOPARDY CON COM1 : 1X PER DAY	30		\$3,000.00	10/22	10/23	2		M-TU	2
14			700P-730P PROGRAM : JEOPARDY CON COM1 : 1X PER DAY	30		\$3,000.00	10/16	10/16	1		TUE	1
15			730P-800P PROGRAM : WHEEL	30		\$3,000.00	10/18	10/18	1		THU	1
16			730P-800P PROGRAM : WHEEL	30		\$3,000.00	10/25	10/25	1		THU	1
17			1100P-1130P PROGRAM : NEWS CON COM1 : 1X PER DAY	30		\$2,000.00	10/23	10/25	2		TU,TH	2
18			1100P-1130P PROGRAM : NEWS CON COM1 : 1X PER DAY	30		\$2,000.00	10/16	10/18	2		TU,TH	2
19			700A-900A PROGRAM : NEWS	30		\$1,050.00	10/27	10/27	1		SAT	1
20			700A-900A PROGRAM : NEWS	30		\$1,050.00	10/20	10/20	1		SAT	1
21			900A-1000A PROGRAM : GMA	30		\$1,050.00	10/27	10/27	1		SAT	1
22			900A-1000A PROGRAM : GMA	30		\$1,050.00	10/20	10/20	1		SAT	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
23			700A-900A	30		\$1,050.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
24			700A-900A	30		\$1,050.00	10/28	10/28	1		SUN	1
PROGRAM : NEWS												
25			600P-630P	30		\$1,500.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
26			600P-630P	30		\$1,500.00	10/28	10/28	1		SUN	1
PROGRAM : NEWS												
OCT/12 92500.00												
CONTRACT TOTAL												92500.00
TOTAL SPOTS												48

MARKET TOTALS \$151,639 WFTV 61% WKMG 17% WESH 21% WOFL 1% WKCF 0% WRBW 0% CABL 0%
SVC- NSI
DEMOS- RA35+*
WOPX 0% WRDQ 0% EFTV 0%